

Dienger, Whitney

47317

version 8/8/12

From: Jacobs, Sarah
Sent: Wednesday, August 08, 2012 11:17 AM
To: Dienger, Whitney
Subject: FW: Mandel MKGD - this weekend

Mkgd approved.

Please book.

Spots are P3.

Thanks

SAJ

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Wednesday, August 08, 2012 11:15 AM
To: Jacobs, Sarah
Subject: RE: Mandel MKGD - this weekend

Golf works, thanks

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Wednesday, August 08, 2012 11:14 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: Mandel MKGD - this weekend
Importance: High

WKRC has no EN this weekend due to PGA Championship Golf
1x N/A Saturday 6-630p at \$400
1x N/A Sunday 630-7p at \$600
Total out \$1000.

Mkgd offer:
2x PGA Championship Saturday at \$300/each.
1x PGA Championship Sunday at \$400.
Total back in \$1000.

8/8/2012

Please confirm/advise.
Thanks
SAJ

Sarah Jacobs
Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati
513/763-5672

8/8/2012

Spot Manager: All, 08/07/12-08/13/12



Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Spot #	AE
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Advertiser: Josh Mandel for Ohio US Senate
Agency: Strategic Media Placement

Station: WKRC-TV

Order: 47317

Line: 1

08/08/12	Wednesday	6:35:40 AM	:30	\$800.00	P-2	TVGENMA6a Good Morn Cincinnati	(6:30:00 AM-7:00 Est 2575 - US Sen:2575				5LSM	
08/08/12	Wednesday	6:52:07 AM	:30	\$800.00	P-2	TVGENMA6a Good Morn Cincinnati	(6:30:00 AM-7:00 Est 2575 - US Sen:2575				2LSM	
08/10/12	Friday	6:35:55 AM	:30	\$800.00	P-2	6a Good Morn Cincinnati	(6:30:00 AM-7:00 Est 2575 - US Sen:2575				3LSM	
08/13/12	Monday	6:44:31 AM	:30	\$800.00	P-2	6a Good Morn Cincinnati	(6:30:00 AM-7:00 Est 2575 - US Sen:2575				4LSM	
\$3,200.00												

Line: 2

08/09/12	Thursday	7:28:56 AM	:30	\$400.00	P-2	CBS This Morning	(7:00:00 AM-8:00 Est 2575 - US Sen:2575				5LSM	
08/09/12	Thursday	7:59:26 AM	:30	\$400.00	P-2	CBS This Morning	(7:00:00 AM-8:00 Est 2575 - US Sen:2575				2LSM	
08/10/12	Friday	7:49:21 AM	:30	\$400.00	P-2	CBS This Morning	(7:00:00 AM-8:00 Est 2575 - US Sen:2575				3LSM	
08/13/12	Monday	7:28:56 AM	:30	\$400.00	P-2	CBS This Morning	(7:00:00 AM-8:00 Est 2575 - US Sen:2575				4LSM	
\$1,600.00												

Line: 3

08/09/12	Thursday	12:03:57 PM	:30	\$1,400.00	P-1	Local 12 News at Noon	12p-1230p	Est 2575 - US Sen:2575			2LSM	
08/09/12	Thursday	12:21:13 PM	:30	\$1,400.00	P-1	Local 12 News at Noon	12p-1230p	Est 2575 - US Sen:2575			4LSM	
08/13/12	Monday	12:28:11 PM	:30	\$1,400.00	P-1	Local 12 News at Noon	12p-1230p	Est 2575 - US Sen:2575			3LSM	
\$4,200.00												

Line: 4

08/09/12	Thursday	12:59:26 PM	:30	\$850.00	P-1	Soap Rotator	12:30p-2p	Est 2575 - US Sen:2575			2LSM	
08/09/12	Thursday	1:28:41 PM	:30	\$850.00	P-1	Soap Rotator	12:30p-2p	Est 2575 - US Sen:2575			4LSM	
08/13/12	Monday	1:29:11 PM	:30	\$850.00	P-1	Soap Rotator	12:30p-2p	Est 2575 - US Sen:2575			3LSM	
\$2,550.00												

Line: 5

08/12/12	Sunday	10:29:26 AM	:30	\$1,100.00	P-1	CBS Sun Morning	(10:00:00 AM-10:00 Est 2575 - US Sen:2575				1LSM	
\$1,100.00												

Line: 6

08/09/12	Thursday	5:04:48 PM	:30	\$1,200.00	P-2	5p Local 12 News at Five	(5:00:00 PM-5:30 Est 2575 - US Sen:2575				4LSM	
08/09/12	Thursday	5:27:25 PM	:30	\$1,200.00	P-2	5p Local 12 News at Five	(5:00:00 PM-5:30 Est 2575 - US Sen:2575				2LSM	
08/13/12	Monday	5:12:40 PM	:30	\$1,200.00	P-2	5p Local 12 News at Five	(5:00:00 PM-5:30 Est 2575 - US Sen:2575				3LSM	
\$3,600.00												

Line: 7

08/08/12	Wednesday	5:41:37 PM	:30	\$1,400.00	P-2	TVGENMA5p Billboard	(5:30:00 PM-6:00 Est 2575 - US Sen:2575				1LSM	
08/10/12	Friday	5:41:37 PM	:30	\$1,400.00	P-2	5p Billboard	(5:30:00 PM-6:00 Est 2575 - US Sen:2575				2LSM	
\$2,800.00												

Line: 8

08/08/12	Wednesday	6:05:29 PM	:30	\$1,500.00	P-2	TVGENMA6p Local 12 News at Six	6p-630p	Est 2575 - US Sen:2575			2LSM	
08/09/12	Thursday	6:11:38 PM	:30	\$1,500.00	P-2	6p Local 12 News at Six	6p-630p	Est 2575 - US Sen:2575			3LSM	
08/10/12	Friday	6:20:47 PM	:30	\$1,500.00	P-2	6p Local 12 News at Six	6p-630p	Est 2575 - US Sen:2575			4LSM	
08/10/12	Friday	6:05:19 PM	:30	\$1,500.00	P-2	6p Local 12 News at Six	6p-630p	Est 2575 - US Sen:2575			6LSM	
08/13/12	Monday	6:26:56 PM	:30	\$1,500.00	P-2	6p Local 12 News at Six	6p-630p	Est 2575 - US Sen:2575			5LSM	

[Filtered by:] [Sorted by: Date]

Spot Manager: All, 08/07/12-08/13/12 (08/08/12 3:08:57 PM)

Spot Manager: All, 08/07/12-08/13/12



Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product	Estimate #	Spot #	AE
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Advertiser: Josh Mandel fo Ohio US Senate
Agency: Strategic Media Placement

Station: WKRC-TV
Order: 47317

Line: 8

\$7,500.00	5
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Line: 9

08/11/12	Saturday	2:41:26 PM	:30	\$300.00	P-3	PGA Championship	Est 2575 - US Sen:2575	3LSM
08/11/12	Saturday	6:14:56 PM	:30	\$300.00	P-3	PGA Championship	Est 2575 - US Sen:2575	2LSM
08/12/12	Sunday	6:15:26 PM	:30	\$400.00	P-3	PGA Championship	Est 2575 - US Sen:2575	4LSM

\$1,000.00

3

Line: 11

08/12/12	Sunday	11:18:59 PM	:30	\$1,700.00	P-3	11p Sa-Su Local 12 Nws 1	11p-1135p	Est 2575 - US Sen:2575	1LSM
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\$1,700.00

1

Line: 12

08/08/12	Wednesday	11:11:26 PM	:30	\$1,700.00	P-3	TVGENMA 11p M-Su Local 12 News 1	11p-1135p	Est 2575 - US Sen:2575	2LSM
08/09/12	Thursday	11:11:18 PM	:30	\$1,700.00	P-3	11p M-Su Local 12 News 1	11p-1135p	Est 2575 - US Sen:2575	6LSM
08/09/12	Thursday	11:34:00 PM	:30	\$1,700.00	P-3	11p M-Su Local 12 News 1	11p-1135p	Est 2575 - US Sen:2575	3LSM
08/10/12	Friday	11:12:18 PM	:30	\$1,700.00	P-3	11p M-Su Local 12 News 1	11p-1135p	Est 2575 - US Sen:2575	4LSM
08/13/12	Monday	11:27:22 PM	:30	\$1,700.00	P-3	11p M-Su Local 12 News 1	11p-1135p	Est 2575 - US Sen:2575	5LSM

\$8,500.00

5

\$37,750.00

34

\$37,750.00

34

\$37,750.00

34

\$37,750.00

34

\$37,750.00

34

[Filtered by:] [Sorted by: Date]